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VIDEO GAME MARKET CHANGING: COMMODORE RESPONDS

For immediate release:

"Video games as we used to know them are nearly dead," said John Mathias, Commodore's Director of Recreational Software. "Game players now think in terms of COMPUTER games, which blend 3-dimensional cartoon animation with sophisticated challenges which only a real computer can achieve.

"The first generation video games had very simple graphics based more on geometry than reality. We then saw a middle period when game producers would put out almost anything on a cartridge without regard to quality.

"Today, video game machines are gone from the spotlight, and there's a glut in the game market in general. To succeed, new games have to be "hot", challenging, and of the highest quality. The video game market has become a "hit" business, just like the fashion or record industry. Of course, there are still video classics but the top-sellers are real "hits".

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Current Trends In Computer Games

"Current trends in computer games seem to be away from shoot em ups which are violent and are only based on reflexes. Action games are still popular but the graphics have to be outstanding and the play action has to require some thought and strategy. Multiple skill and play levels also enhance the appeal of the game."

"We've also found that adventure games such as the Infocom Zork series and Scott Adams Adventures are enjoying tremendous popularity. These games are thinking fantasies which stimulate the player's imagination, incorporate humor, and directly involve the player as the 'hero' of the adventure."

Commodore Goes For The Gold

"To help identify our most unique game products, we are identifying our hottest new games as "gold medallion" software.

"At this year's Consumer Electronics Show, we will introduce the first in a series of what we call 'Gold Medallion' software. This designation is reserved for a special category of elite new game products in our software line which will have a new look in packaging which is unique for each title...and of course, the Commodore 'Gold Medallion'.

"The first product to win this special designation is INTERNATIONAL SOCCER, which many reviewers feel may be the best sports animation game ever programmed for a home computer. Three-dimensional animation, realistic perspective, authentic soccer play action, for one or two players -- these features

make INTERNATIONAL SOCCER a 'Gold Medallion' hit."

"In the future we expect to release a professional level basketball game and some intriguing 'intellectual' games."

Original Games Have To Be ORIGINAL!

"Original games have to really be original to be a hit. Take 'VIDUZZLES' for example - this is a new series we're introducing at the CES Show in Las Vegas. The concept is simple. VIDUZZLES are video puzzles designed for children. The programs work with joystick and when each piece is properly placed, part of a melody plays -- the full melody plays when the puzzle is finished. There are several pictures included in each VIDUZZLE. Our field test results on this product are excellent. VIDUZZLES are available on all of our home computers.

"Another new game which we're very excited about is called 'JACK ATTACK' for the VIC-20, COMMODORE 64 and COMMODORE 264. Some people think the game was named after our founder Jack Tramiel but that's not entirely true. It's a complex animated strategy game with dozens of completely different screens with a different game and strategy at each level."

Talking Games

"This year, our new MAGIC VOICE (tm) speech module allows us to add voice and authentic sound effects to our cartridge games for the COMMODORE 64. Our first two talking games are 'Gorf' and 'Wizard of Wor' which are Bally Midway arcade games.

Our home computer version sounds exactly like the coin-op version. The games also play with sound effects but not speech when plugged directly into the COMMODORE 64 without the MAGIC VOICE (tm) module.

Incidentally, we're continuing to support Bally Midway games on our computers and our newest game, 'SOLAR FOX', is being introduced at the Consumer Electronics Show in Las Vegas for the COMMODORE 64.

Conclusion

"We're exploring a lot of fascinating possibilities in the area of recreation and game technology, including new developments in laser disk games and music. We will continue to bring our customers games and recreational products, as well as practical and learning applications.

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